Feefo — User Manual

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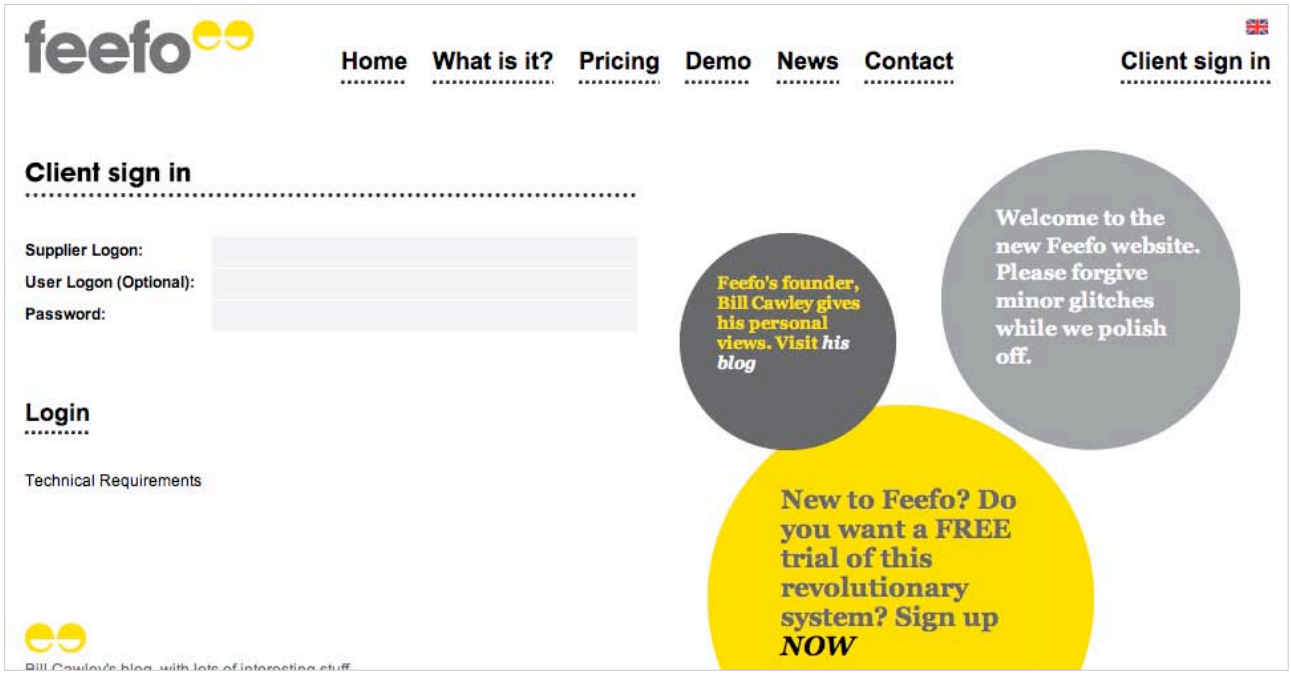
Introduction

This is a step-by-step guide to using Feefo. If you find that the system doesn't do what you expect, please email your suggestions to **ed.lennox@feefo.com** and we'll either get back to you within 24 hours explaining how you can achieve your desired outcome, or add your request to the development list if we feel it will improve Feefo and benefit other clients. Any development that is specific to your business will be a chargeable addition and discussed on a case-by-case basis.

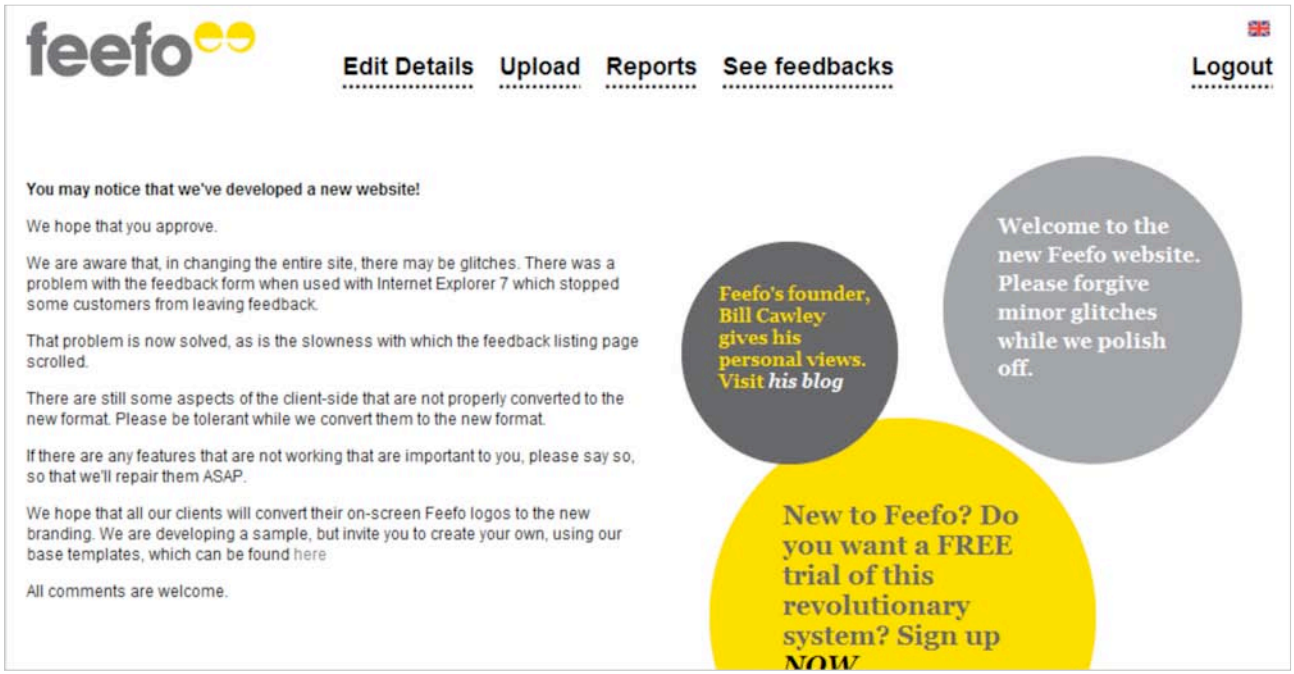
Over the last few months, it's become clear that user knowledge is key to getting the most out of Feefo. We hope later to add in a section all about Search Engine Optimisation (SEO), so that topic will be covered at the highest level in this version of the manual.

Signing in



The sign-in for the master logon (supplied when you register) is the website URL and password. You don't need a user logon for your initial log-in.

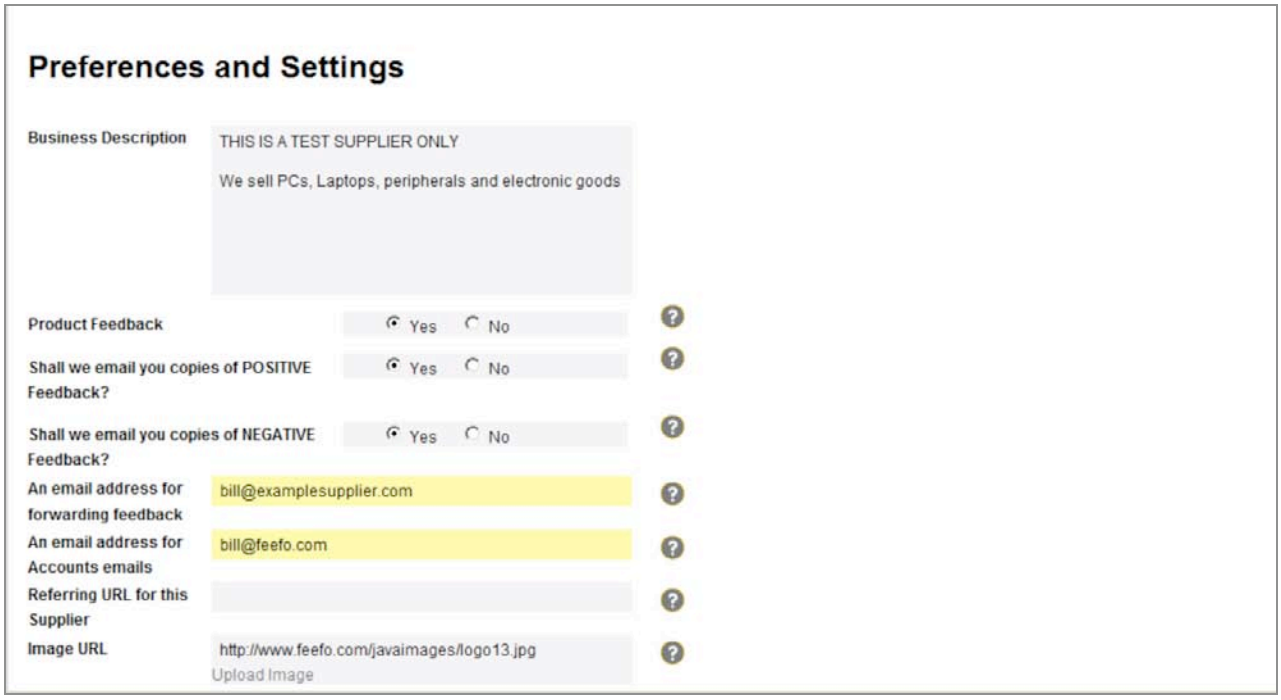
Here is the first screen you'll see:


feefo
Edit Details
Upload
Reports
See feedbacks
Logout
You may notice that we've developed a new website!
We hope that you approve.
We are aware that, in changing the entire site, there may be glitches. There was a problem with the feedback form when used with Internet Explorer 7 which stopped some customers from leaving feedback.
That problem is now solved, as is the slowness with which the feedback listing page scrolled.
There are still some aspects of the client-side that are not properly converted to the new format. Please be tolerant while we convert them to the new format.
If there are any features that are not working that are important to you, please say so, so that we'll repair them ASAP.
We hope that all our clients will convert their on-screen Feefo logos to the new branding. We are developing a sample, but invite you to create your own, using our base templates, which can be found here
All comments are welcome.
Feefo's founder, Bill Cawley gives his personal views. Visit his blog
Welcome to the new Feefo website. Please forgive minor glitches while we polish off.
New to Feefo? Do you want a FREE trial of this revolutionary system? Sign up NOW

Managing Your Account

Working from left to right across the menu screen, select “Edit Details” and then “Edit Supplier Details”. This is where you control key information about your business. Most of it – such as contact details, web address, etc – is self explanatory, but some isn’t.

Under “**Preferences & Settings**” (shown below), you’ll see how the system works for you:



The Business Description is important for Search Engine Optimisation (SEO), as it’s used as a “Title Tag” on the Feefo page where your feedback appears. It should be keyword-rich and also, obviously, descriptive. There’s no word limit (so you can make it natural and appealing to read), but avoid making it too long.

If you operate a “service” business, you should select “NO” to product feedback.

Most clients prefer only to receive an alert when a customer has made a negative comment. However, some feel this can be demotivating to staff, so choose to receive all comments. Please note that when you receive an alert, you will be invited to click a link in order to post a reply. This feature is best used by companies with a low volume of feedback, since it requires you to log in each time (more on how to post replies on page 22).

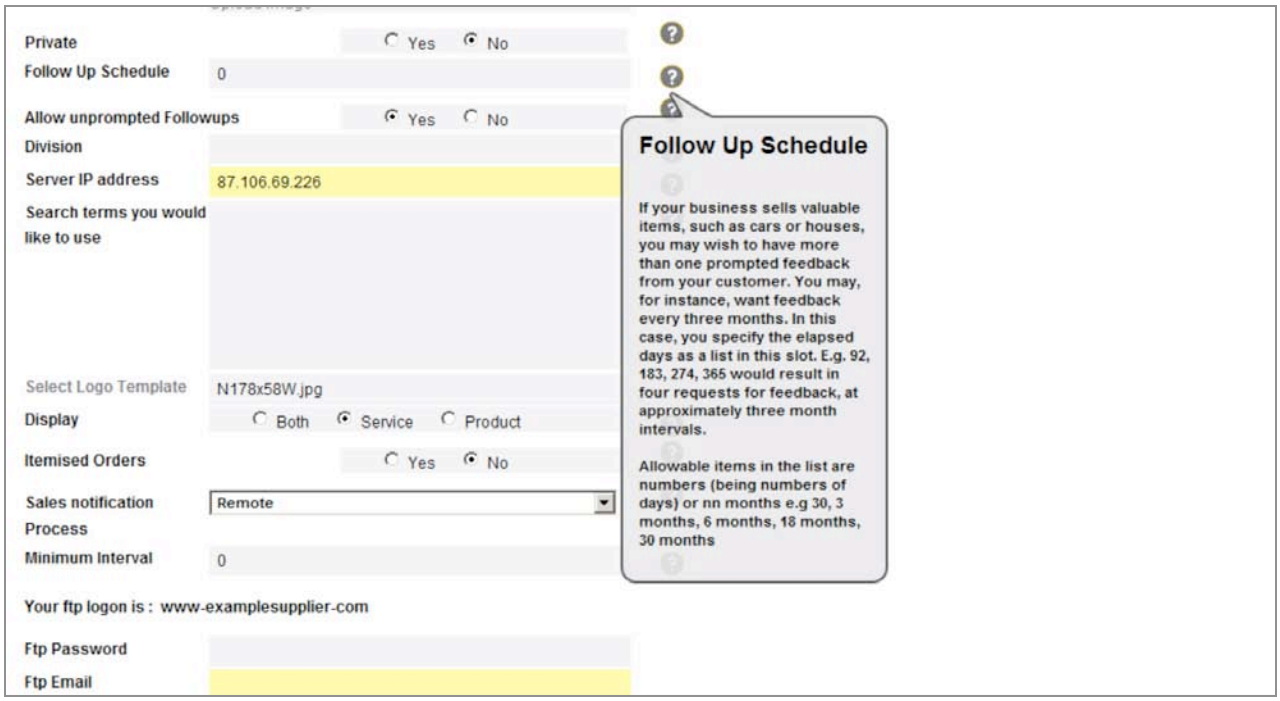
If you need help, you’ll find it under all the question marks, which should provide simple explanations. Please do let us know if you find anything to be less than helpful and we’ll look at how we can improve it.

An Email address for forwarding Feedback

This can be one address (many use a group address, such as “Feefo@yourcompany.com” that many members of your team can access), or a list using a comma to separate the recipients. Please be aware that the email address(es) will be visible to those clients that click the link in the feedback request email.

Image URL

This is used on your feedback page on Feefo, and on the email we send to your customers. The image is best sized at 80x200, and in GIF or JPEG format. If you have any problems uploading the image, you are welcome to email it to us to upload for you.


Private
Yes
No
Follow Up Schedule
0
Allow unprompted Followups
Yes
No
Division
Server IP address
87.106.69.226
Search terms you would like to use
Select Logo Template
N178x58W.jpg
Display
Both
Service
Product
Itemised Orders
Yes
No
Sales notification Process
Remote
Minimum Interval
0
Your ftp logon is : www-examplesupplier-com
Ftp Password
Ftp Email
Follow Up Schedule
If your business sells valuable items, such as cars or houses, you may wish to have more than one prompted feedback from your customer. You may, for instance, want feedback every three months. In this case, you specify the elapsed days as a list in this slot. E.g. 92, 183, 274, 365 would result in four requests for feedback, at approximately three month intervals.
Allowable items in the list are numbers (being numbers of days) or nn months e.g 30, 3 months, 6 months, 18 months, 30 months

Some clients use Feefo in Private for short periods to make sure that they can manage the feedback properly. Those doing so will be charged a premium if they continue with this for more than 3 months.

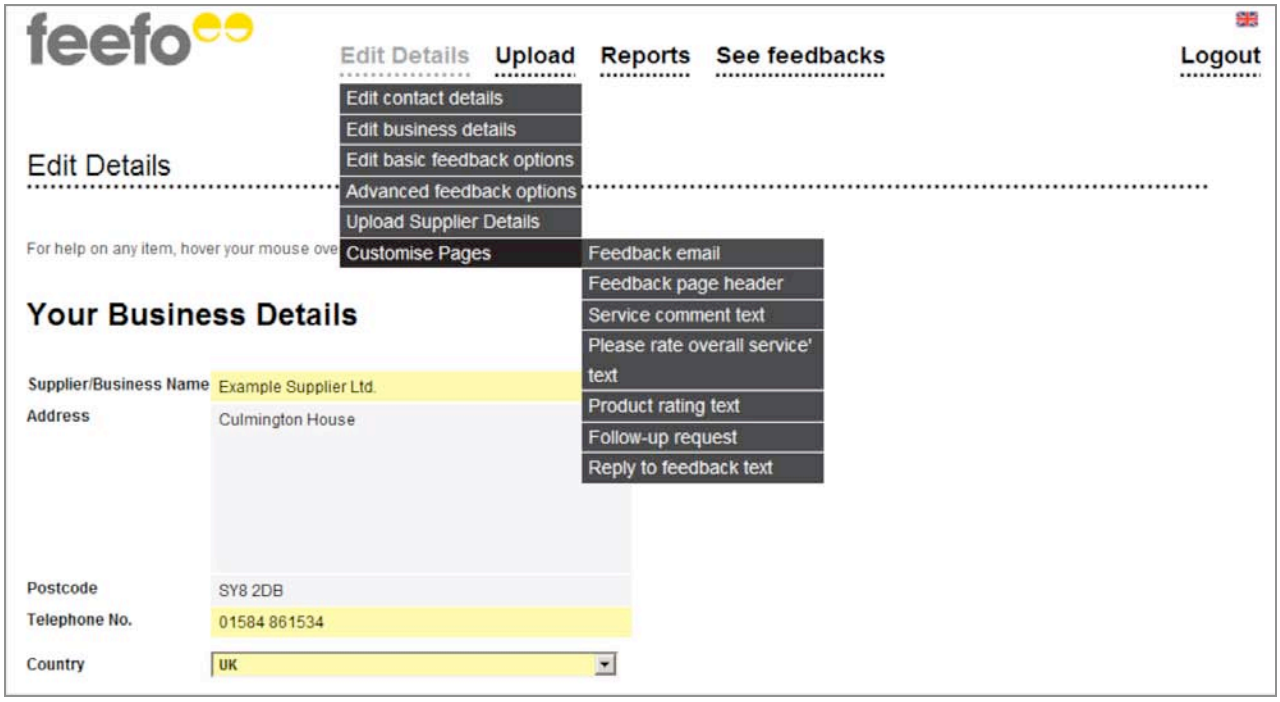
Allow unprompted follow ups. If you select “Yes”, it means your customer can use the link in the invitation email many times (although only their first rating will count) to update their comments. If you select “No”, it will be a single-use link, which may discourage dialogue with your customers.

Display. The options here are “Both”, or “Service” or “Product”. During your trial phase, you should choose “Both”, but you should review this once you deploy and integrate Feefo with your own site. There is a good description under the question mark, but generally, the product feedback is best displayed on your own site next to the item to which the feedback refers. In this instance, on the Feefo page, you may like to just display “Service” comments.

Minimum Interval. The explanation given under the question mark is helpful for clients ***after the trial phase***. If you are uploading a large amount of historical data (say three months’ worth of sales), we advise you to set the minimum interval to 90 days until all the historical data is exhausted. This means that you prevent multiple emails going out to any client.

Customisation of Feefo

While all emails inviting your customers to give feedback are sent out in Feefo's name, we are very keen to offer a flexible service.

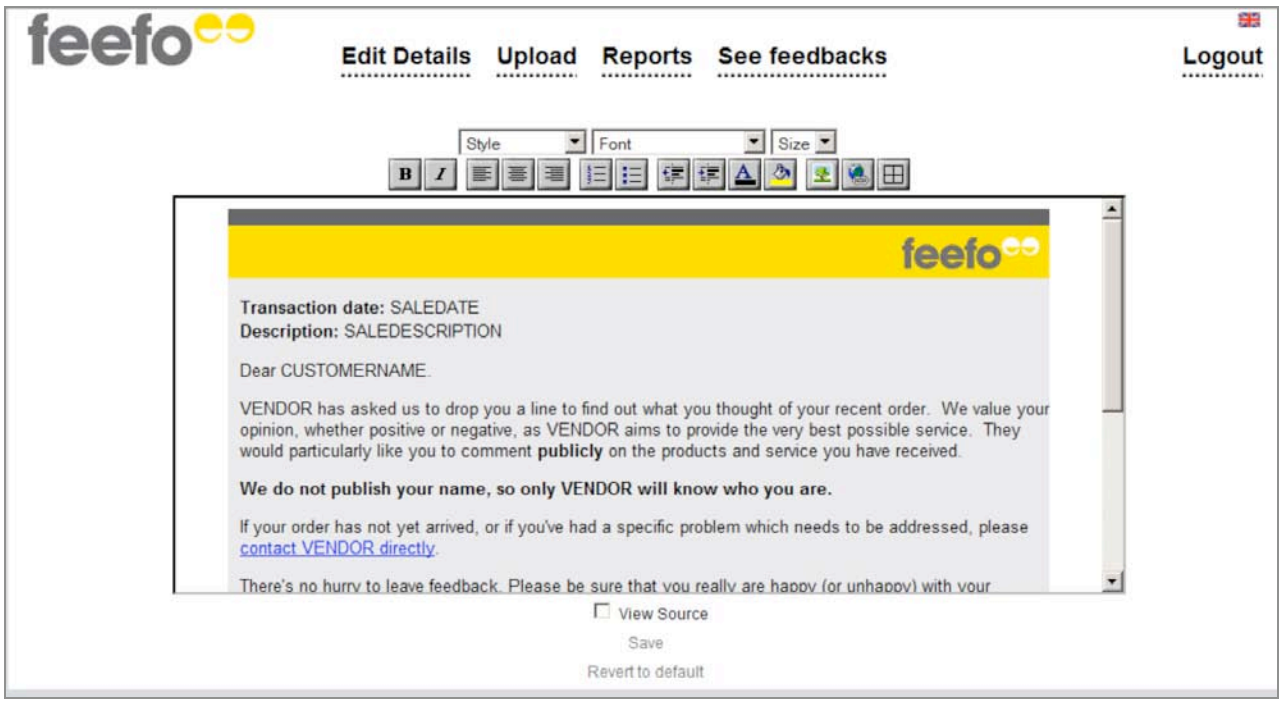


This is why the feedback email can be changed to reflect your business. However, given that the email is sent by Feefo on your behalf – and that a principle appeal of Feefo is our independence – it is important that the tone of the email remains "Feefo". We receive the amended text via email and reserve the right to authorise or restrict changes. The important thing to note is that when you upload your sales data (see page 10), the "description" used to describe the product or service the customer has bought will appear within the text where the CAPITALISED word "SALEDESCRIPTION" appears.

The screen below is the email edit window. It is VERY important that you carry out all the editing within the system screen, and not by pasting in text from Word. Word is not compatible with HTML and will cause you many problems!

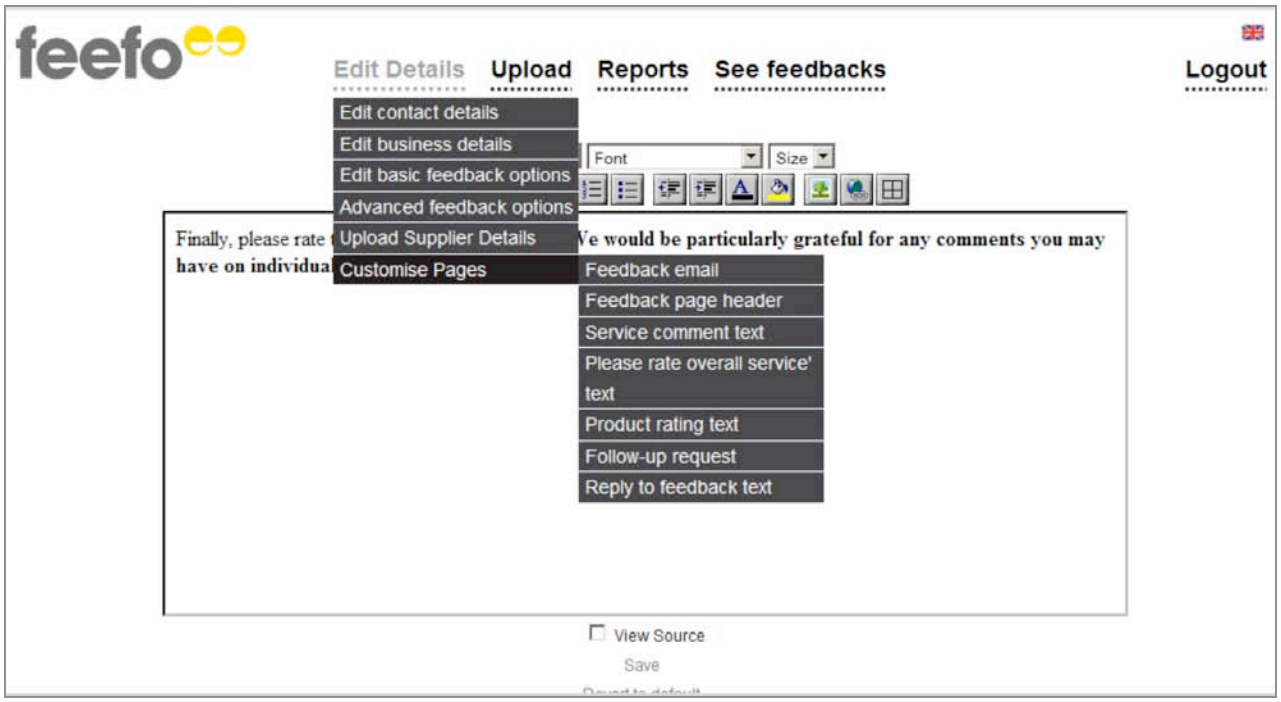
If you want to use the SALESDESCRIPTION (Might be "Pink Checked Shirt", or "Weekend in Paris") within the text of the letter, simply type the word in capitals. You very simply check that the email works, by manually entering a sale (page 11).

Please restrict your font changes, using bold and italic only if necessary, and do not change the links in the email as this will upset the formatting.


feefo
Edit Details
Upload
Reports
See feedbacks
Logout
Style
Font
Size
Transaction date: SALEDATE
Description: SALEDESCRIPTION
Dear CUSTOMERNAME.
VENDOR has asked us to drop you a line to find out what you thought of your recent order. We value your opinion, whether positive or negative, as VENDOR aims to provide the very best possible service. They would particularly like you to comment publicly on the products and service you have received.
We do not publish your name, so only VENDOR will know who you are.
If your order has not yet arrived, or if you've had a specific problem which needs to be addressed, please contact VENDOR directly.
View Source
Save
Revert to default

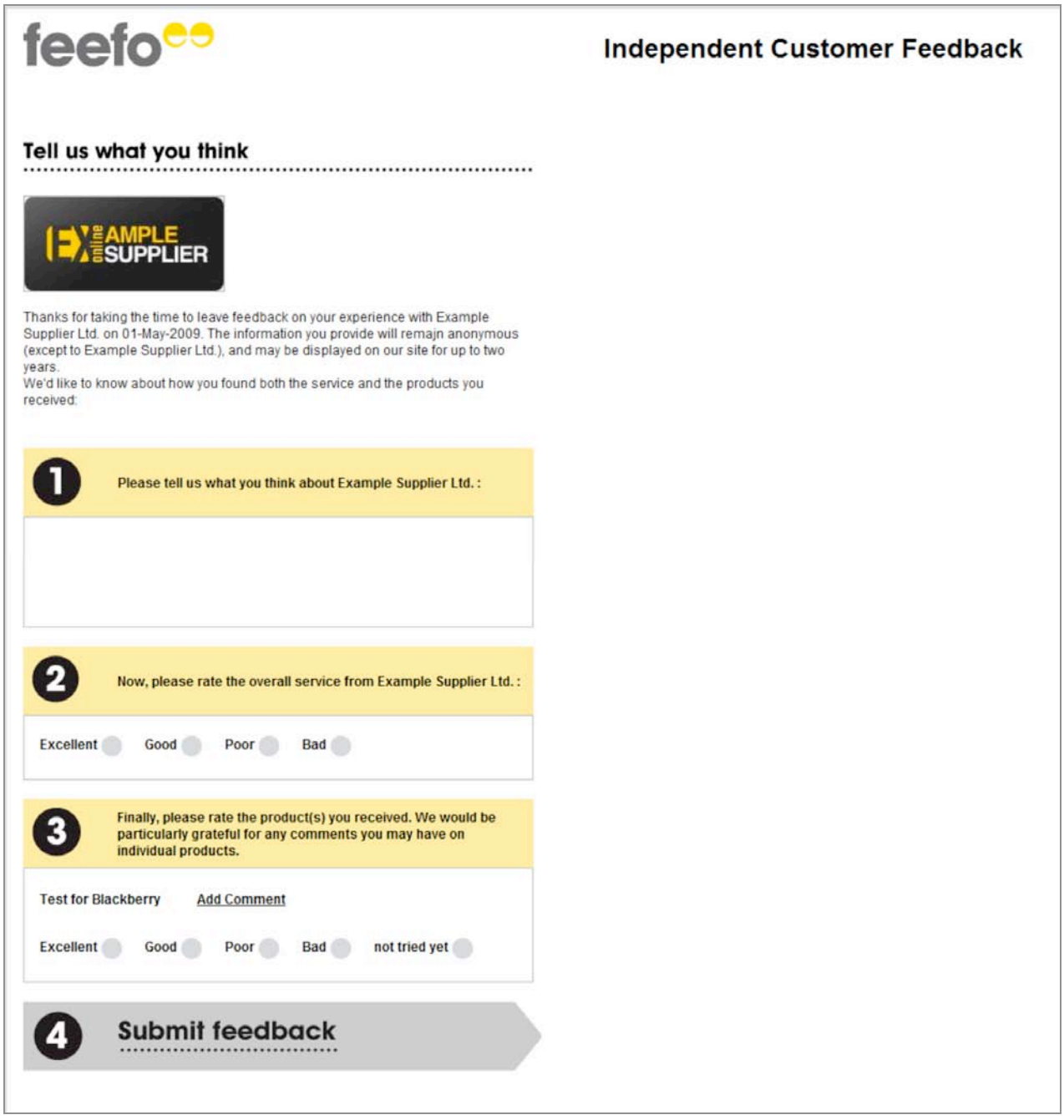
Our suggestion is that once you have completed the registration page fully and accurately, you might wish to change the email that goes out to your clients. You can amend the wording on the feedback page the customer sees, but this is best done after you have carried out some trial sales uploads and checked the form.

Please read the section on **UPLOADING SALES** before using the amend facility below.



As you can see, you can amend the “Feedback Header Page”, the “Service Comment Text”, etc.

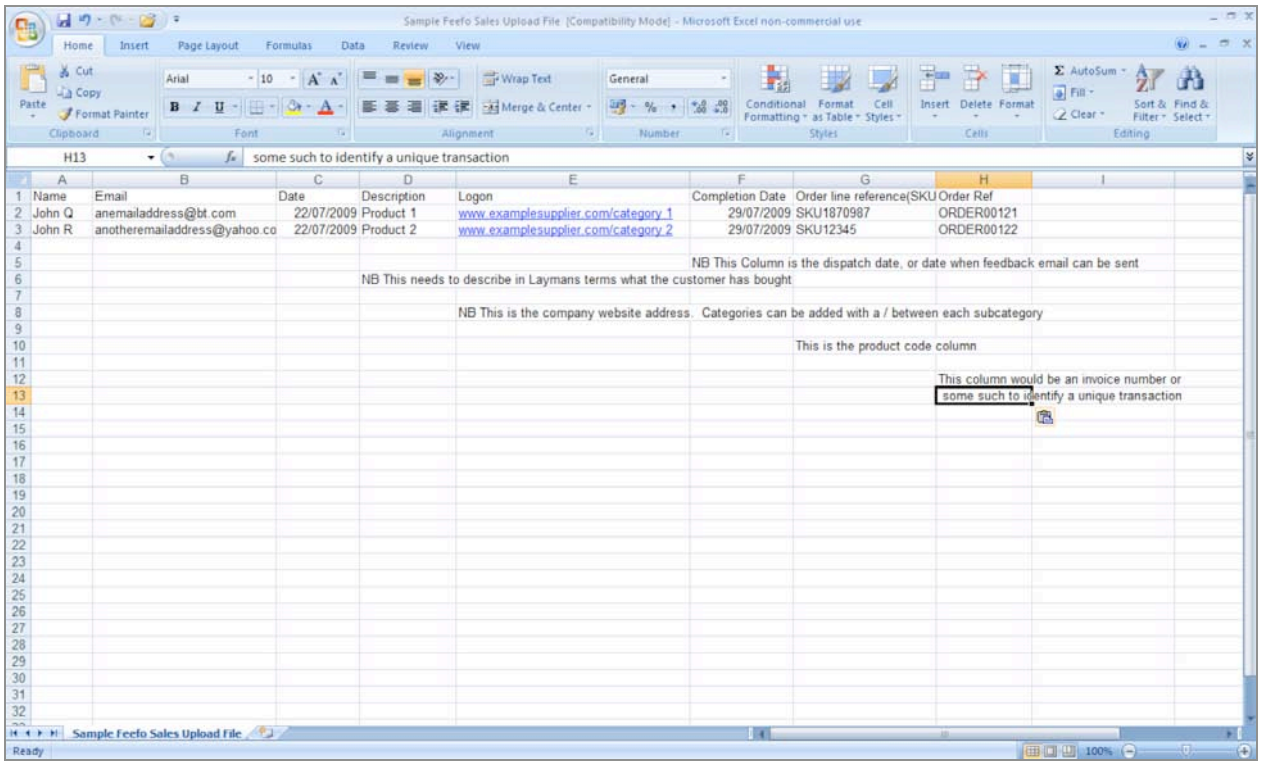
These are the headers of the page the customer sees when they leave feedback:


feefo
Independent Customer Feedback
Tell us what you think
EXAMPLE online SUPPLIER
Thanks for taking the time to leave feedback on your experience with Example Supplier Ltd. on 01-May-2009. The information you provide will remajn anonymous (except to Example Supplier Ltd.), and may be displayed on our site for up to two years.
We'd like to know about how you found both the service and the products you received.
1
Please tell us what you think about Example Supplier Ltd. :
2
Now, please rate the overall service from Example Supplier Ltd. :
Excellent
Good
Poor
Bad
3
Finally, please rate the product(s) you received. We would be particularly grateful for any comments you may have on individual products.
Test for Blackberry
Add Comment
Excellent
Good
Poor
Bad
not tried yet
4
Submit feedback

This should be fairly self explanatory from within the lists – but you may need to know how you access a feedback form as shown above. You can do this by sending yourself a test email, as shown below.

Uploading Sales

The start point is that generally we would expect all our clients to automate the process of data transfer to Feefo once they are through the trial phase. However, there are cases where some businesses are unable to move to this immediately. Below is an Excel version of the tab delimited text file we use for data uploads (please note that you can open text files in Excel).

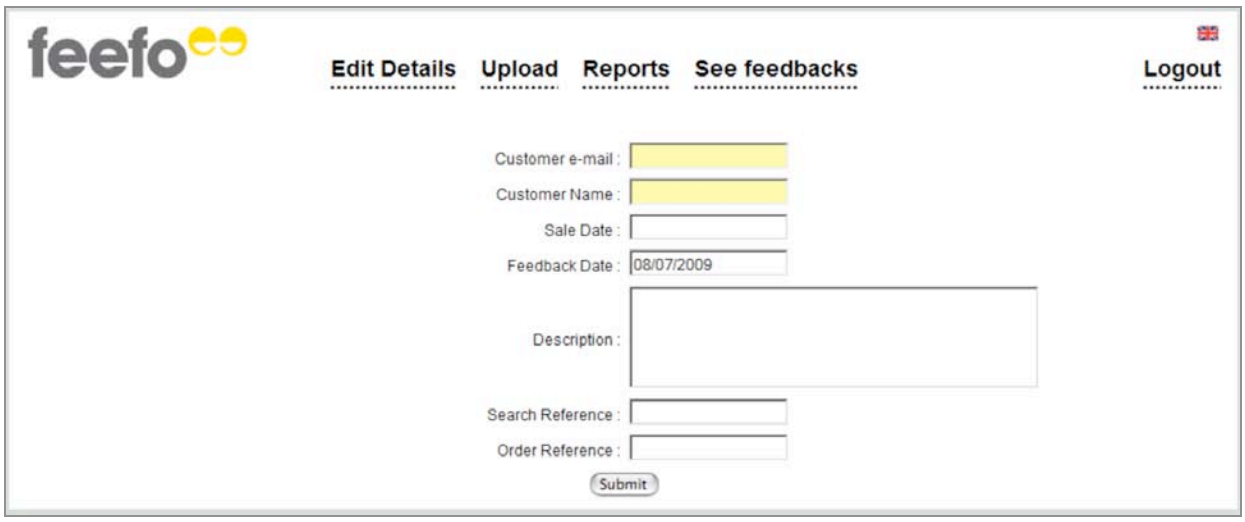

Sample Feefo Sales Upload File [Compatibility Mode] - Microsoft Excel non-commercial use
H13
some such to identify a unique transaction
Name Email Date Description Logon Completion Date Order line reference(SKU Order Ref
John Q anemailaddress@bt.com 22/07/2009 Product 1 www.examplesupplier.com/category 1 29/07/2009 SKU1870987 ORDER00121
John R anotheremailaddress@yahoo.co 22/07/2009 Product 2 www.examplesupplier.com/category 2 29/07/2009 SKU12345 ORDER00122
NB This Column is the dispatch date, or date when feedback email can be sent
NB This needs to describe in Laymans terms what the customer has bought
NB This is the company website address. Categories can be added with a / between each subcategory
This is the product code column
This column would be an invoice number or some such to identify a unique transaction
Sample Feefo Sales Upload File
Ready

Column D shows will appear where “SALEDESCRIPTION” is added to the text on either the feedback form or in the email. Please note that the headings must be EXACTLY as shown.
A simple way to achieve this is to copy the headings off the sample file. If you have a problem uploading the file, you will receive an error report in red on the upload screen. The error alerts are written in plain English, but have often been found to stem from case sensitivity. The following is an example:

Error : Upload failed, line 428, Vendor logon not allowed : #N/A

In this case, the error was in line 428 of the datasheet, and the logon column was incorrect.

For very low-volume businesses, it can be just as simple to use the "Upload" then "Enter Sales" option, which will take you to this screen:



This is also the only practical way to check any amendments you have made to the text of the email and/or feedback form. Enter the email address that you can access where you are right now, create a sale date of today or any day previously. The "Description" box is the same as "Column D" above, but you may like to put something obvious here if you are testing, such as TEST! If you are a low-volume business, this is where you will describe what the client has bought, e.g. "Business Development Workshop".

You will need to ensure that your client registration form is set to 0 minimum interval if you carry out more than one test email, and you will need to create a unique alphanumeric "Order Reference" each time you upload a test sale. The "Orderline Reference" box can be the same each time (the product code).

Within about a minute or so of submitting, you should receive your feedback request from Feefo. There are ways to check whether the email has been sent from the Reports section (Reports – Miscellaneous Reports – Recent Sales Report) on page 20.

Setting Up Users

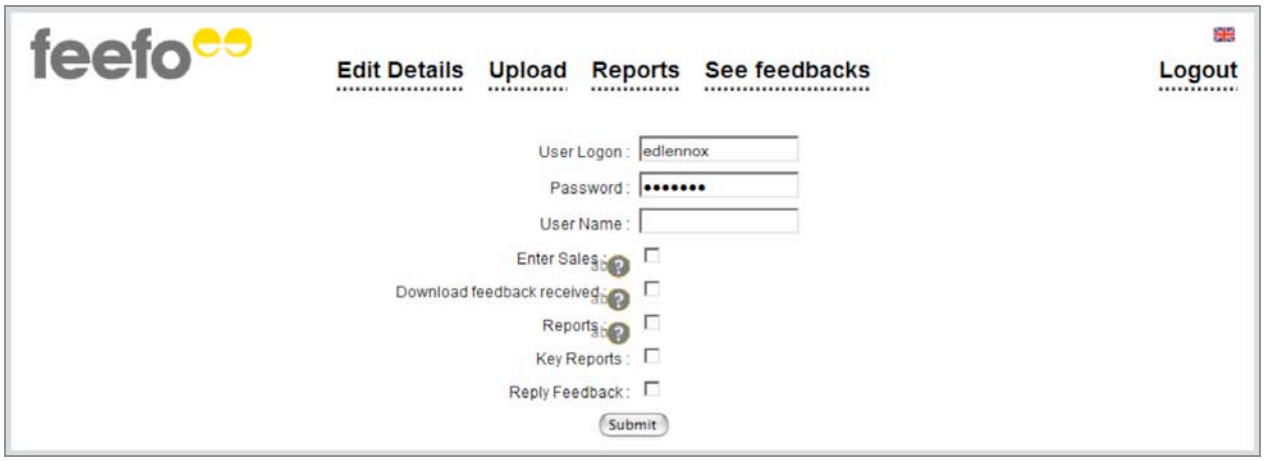
We strongly advise that you set up individual users. This enables them to create their own signature which they then won't have to re-type each time, and allows you to track the replies they are leaving on Feefo. Here is the screen you will see when you click on "Add User".

The user logon can be simply the shortened name of the staff member "John"

Their password should be their own preference

The username should be the full name of the staff member

You then select the access levels you would like.

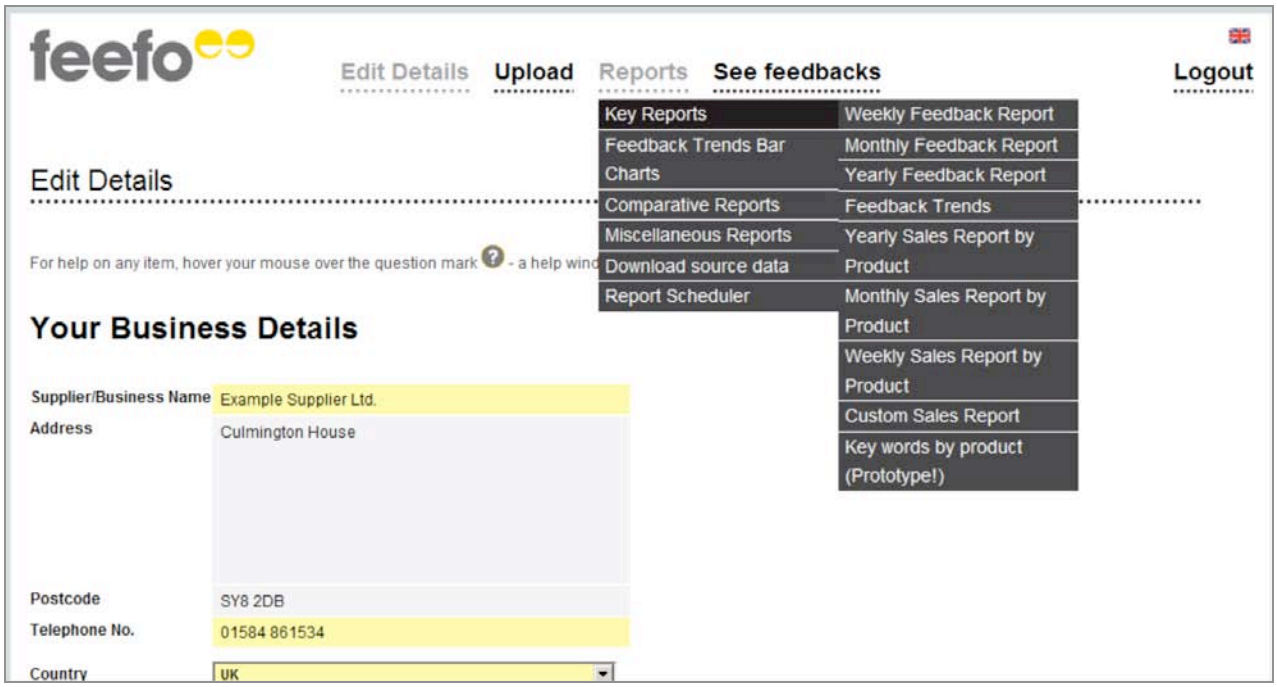


When the user logs in, they would use the company Logon (URL) in the top box, the user logon in the middle box, and their unique password in the bottom box.

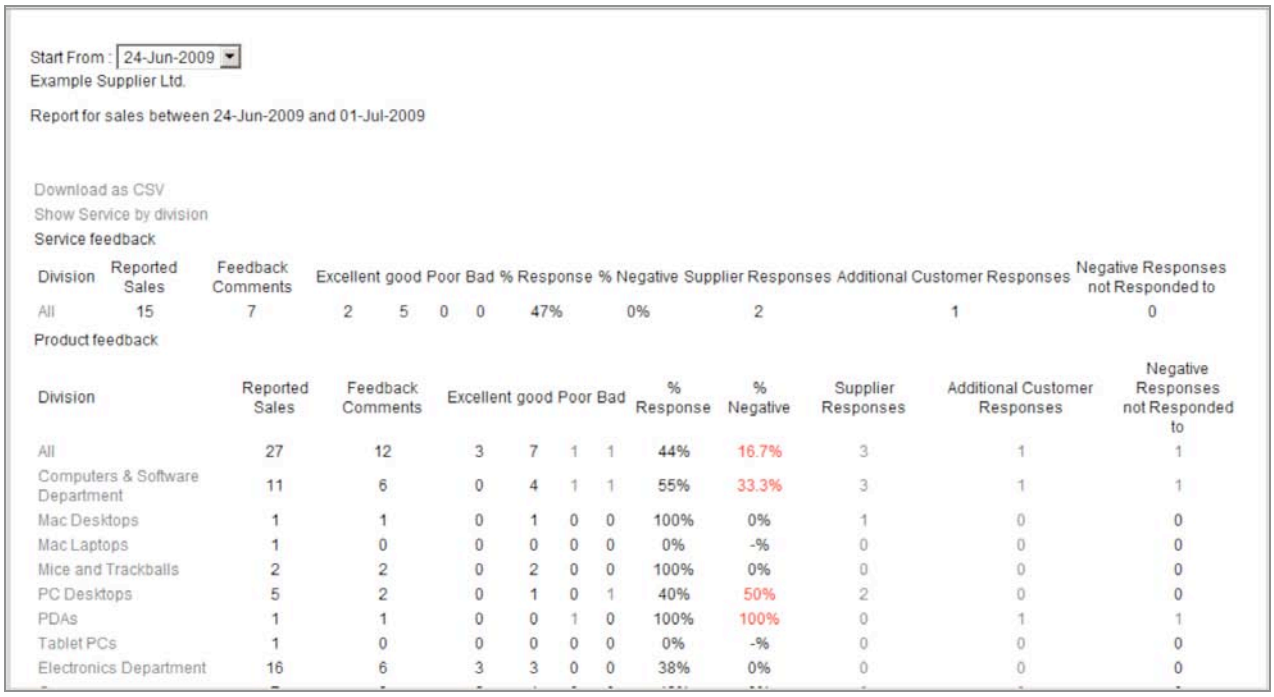
Reports

We are constantly upgrading our reporting capability and are very keen to hear from anyone with suggestions for improvements. That said, we believe the platform we have is ideal for manage your feedback quickly and efficiently through the reports currently available. All of the reports can be delivered regularly to your inbox overnight (some of them require a huge amount of data processing and therefore can run slowly at certain times of day).

The main menu for reports is here:



The Weekly Feedback Report



Start From : 24-Jun-2009

Example Supplier Ltd.

Report for sales between 24-Jun-2009 and 01-Jul-2009

Download as CSV

Show Service by division

Service feedback

Division	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative	Supplier Responses	Additional Customer Responses	Negative Responses not Responded to
All	15	7	2	5	0	0	47%	0%	2	1	0

Product feedback

Division	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative	Supplier Responses	Additional Customer Responses	Negative Responses not Responded to
All	27	12	3	7	1	1	44%	16.7%	3	1	1
Computers & Software Department	11	6	0	4	1	1	55%	33.3%	3	1	1
Mac Desktops	1	1	0	1	0	0	100%	0%	1	0	0
Mac Laptops	1	0	0	0	0	0	0%	-%	0	0	0
Mice and Trackballs	2	2	0	2	0	0	100%	0%	0	0	0
PC Desktops	5	2	0	1	0	1	40%	50%	2	0	0
PDAs	1	1	0	0	1	0	100%	100%	0	1	1
Tablet PCs	1	0	0	0	0	0	0%	-%	0	0	0
Electronics Department	16	6	3	3	0	0	38%	0%	0	0	0

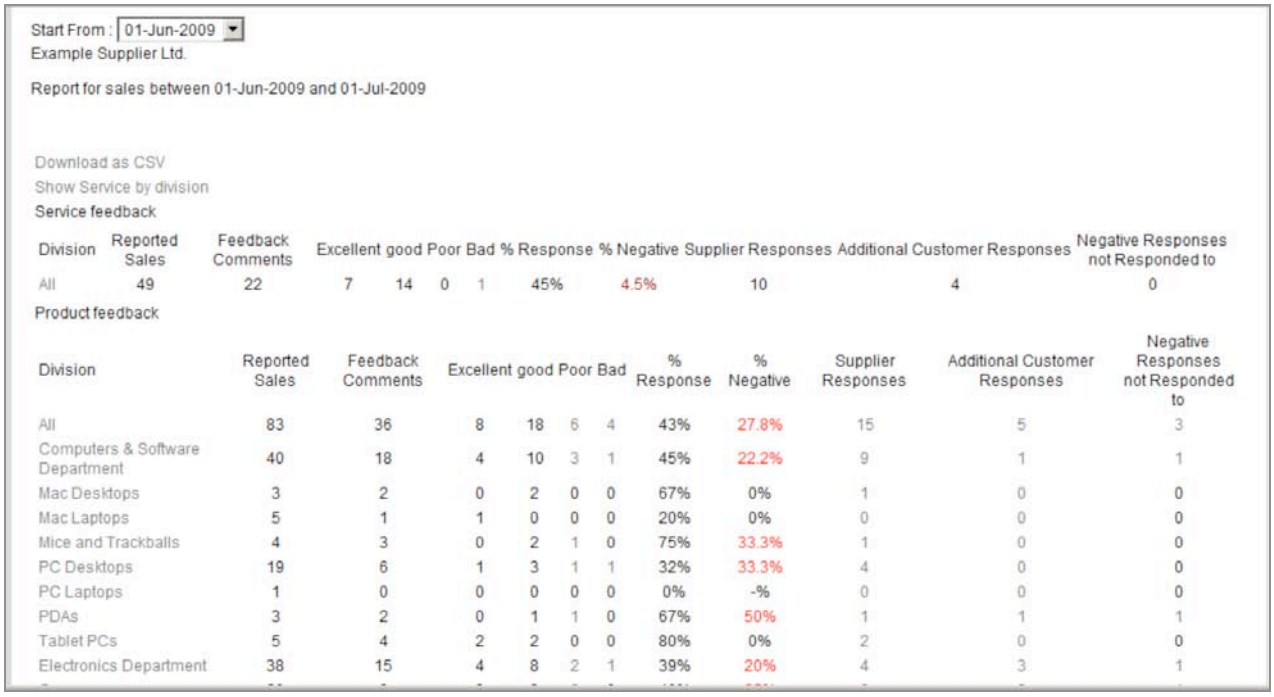
This is a useful report for showing if you have left negative feedback unanswered. It is also useful for looking at data week by week from previous periods. You should note, though, that the current or immediately prior week will show how many sales have been reported in that week – but the emails may still be pending, so the response rate will appear low until about two weeks after the reporting period. The start date for the report is selectable to enable you to choose the period you wish to look at.

This report will show you whether there are any early warning signs on product or service. It is the most “current” data in the system, albeit that the sample sizes will be lower than in all other reports.

In the RIGHT HAND column, you will see there are some numbers in red. These are “negative responses not responded to”. They are “clickable” links to the feedback, and still require a response from your business.

Monthly Feedback Report

This is our favourite report for managing your feedback on a daily/weekly basis. It will help you see the most recent, valid feedback from a significant sample size.



Start From : 01-Jun-2009

Example Supplier Ltd.

Report for sales between 01-Jun-2009 and 01-Jul-2009

Download as CSV

Show Service by division

Service feedback

Division	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative	Supplier Responses	Additional Customer Responses	Negative Responses not Responded to
All	49	22	7	14	0	1	45%	4.5%	10	4	0

Product feedback

Division	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative	Supplier Responses	Additional Customer Responses	Negative Responses not Responded to
All	83	36	8	18	6	4	43%	27.8%	15	5	3
Computers & Software Department	40	18	4	10	3	1	45%	22.2%	9	1	1
Mac Desktops	3	2	0	2	0	0	67%	0%	1	0	0
Mac Laptops	5	1	1	0	0	0	20%	0%	0	0	0
Mice and Trackballs	4	3	0	2	1	0	75%	33.3%	1	0	0
PC Desktops	19	6	1	3	1	1	32%	33.3%	4	0	0
PC Laptops	1	0	0	0	0	0	0%	-%	0	0	0
PDAs	3	2	0	1	1	0	67%	50%	1	1	1
Tablet PCs	5	4	2	2	0	0	80%	0%	2	0	0
Electronics Department	38	15	4	8	2	1	39%	20%	4	3	1

Again, you can select the start date for the month you wish to look at. On the left hand side, you can "Download as a CSV".

The TOP LINE is the amalgamated Service Feedback across all the departments (because most companies send out their products from one service centre). However, if your business has different outlets or service/ support teams, you can set each location up as a "Category" (using the "slash" separator in the upload file). If you wish to see the "Service Feedback" by Category (Location), select the "Show service by division" option. You can also download this filtered version of the report separately as a CSV file.

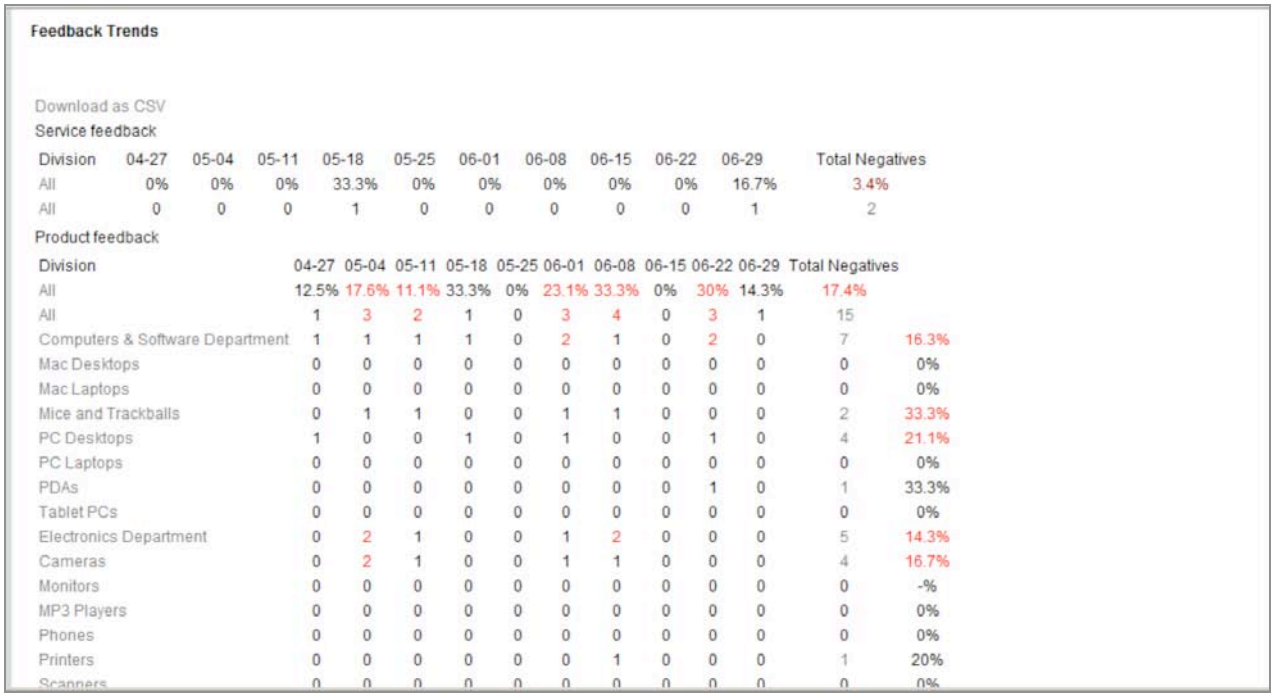
The lines below the second line of headings show the "Product" feedback at Category Level. If you have not created Categories in the data upload file, this will not be a particularly useful report,except that it shows you how many comments you may need to reply to. There will be just one single line of product feedback for all products and categories.

It is well worth, as a start point, using the "Report Scheduler" (see page 22) to deliver a monthly feedback report to the management team on a weekly basis.

The Yearly feedback report is exactly the same as the two reports above, except it has a 365 day view.

Feedback Trends

This is the next in sequence on the menu for Key Reports. This shows the proportion of negatives for service by week and by product category by week. Again, you can click the links to see the negatives in detail. Ideally, there will be little variance by week – but if there is a drop off in satisfaction that you cannot explain from known factors, the clickable links should help to identify the cause.



Feedback Trends

Download as CSV

Service feedback

Division	04-27	05-04	05-11	05-18	05-25	06-01	06-08	06-15	06-22	06-29	Total Negatives
All	0%	0%	0%	33.3%	0%	0%	0%	0%	0%	16.7%	3.4%
All	0	0	0	1	0	0	0	0	0	1	2

Product feedback

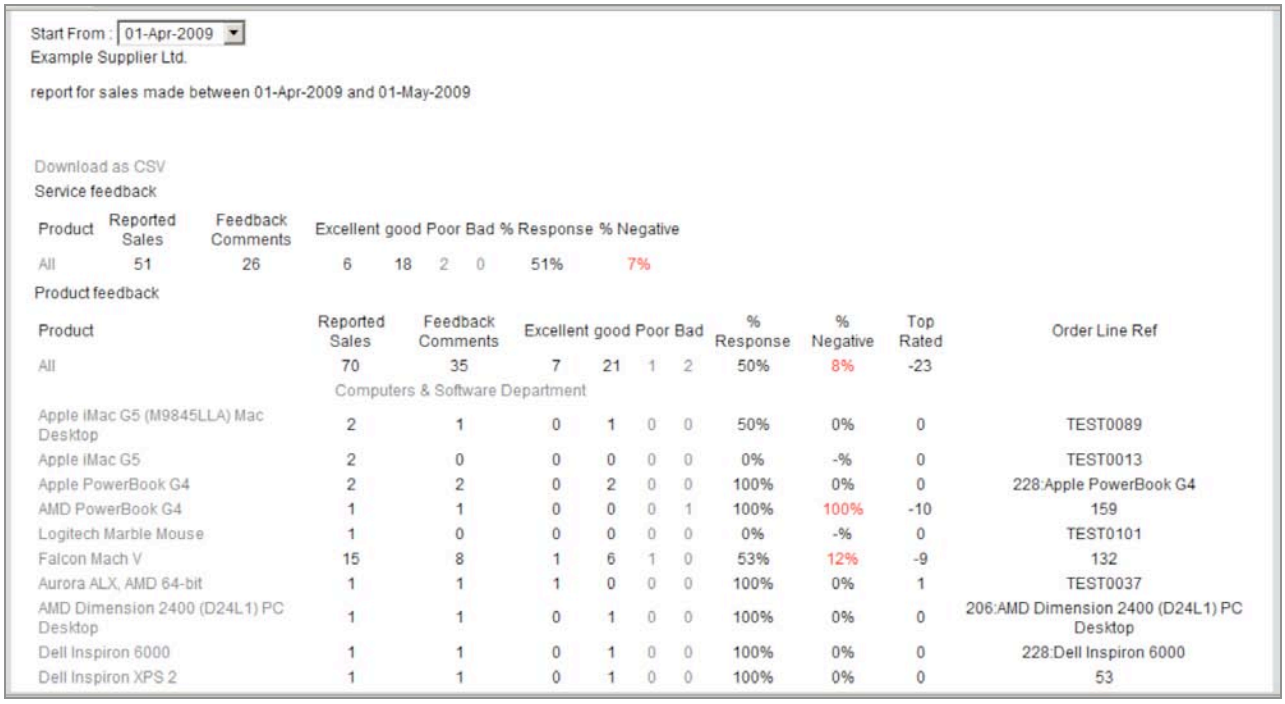
Division	04-27	05-04	05-11	05-18	05-25	06-01	06-08	06-15	06-22	06-29	Total Negatives	
All	12.5%	17.6%	11.1%	33.3%	0%	23.1%	33.3%	0%	30%	14.3%	17.4%	
All	1	3	2	1	0	3	4	0	3	1	15	
Computers & Software Department	1	1	1	1	0	2	1	0	2	0	7	16.3%
Mac Desktops	0	0	0	0	0	0	0	0	0	0	0	0%
Mac Laptops	0	0	0	0	0	0	0	0	0	0	0	0%
Mice and Trackballs	0	1	1	0	0	1	1	0	0	0	2	33.3%
PC Desktops	1	0	0	1	0	1	0	0	1	0	4	21.1%
PC Laptops	0	0	0	0	0	0	0	0	0	0	0	0%
PDAs	0	0	0	0	0	0	0	0	1	0	1	33.3%
Tablet PCs	0	0	0	0	0	0	0	0	0	0	0	0%
Electronics Department	0	2	1	0	0	1	2	0	0	0	5	14.3%
Cameras	0	2	1	0	0	1	1	0	0	0	4	16.7%
Monitors	0	0	0	0	0	0	0	0	0	0	0	-%
MP3 Players	0	0	0	0	0	0	0	0	0	0	0	0%
Phones	0	0	0	0	0	0	0	0	0	0	0	0%
Printers	0	0	0	0	0	0	1	0	0	0	1	20%
Scanners	0	0	0	0	0	0	0	0	0	0	0	0%

Yearly Feedback Report by Product

If you have not created any "categories" within your feedback, this report will show you the feedback by product or SKU code. For those with many 100's of products this is a difficult report to digest in overview. However, your product teams will find this exactly the sort of thing they need to get inside the mind of the customer and to help to develop your product offering.

This report also has an extra column – 'Top Rated', which is a calculated field 'Good + Excellent – 10 * (poor + bad). This is to enable you to order the products for applications such as Mercado that can use a 'feedback rating'.

As above, the monthly and the weekly version of this report is the same, barring the timeframe of the report.



Start From : 01-Apr-2009

Example Supplier Ltd.

report for sales made between 01-Apr-2009 and 01-May-2009

Download as CSV

Service feedback

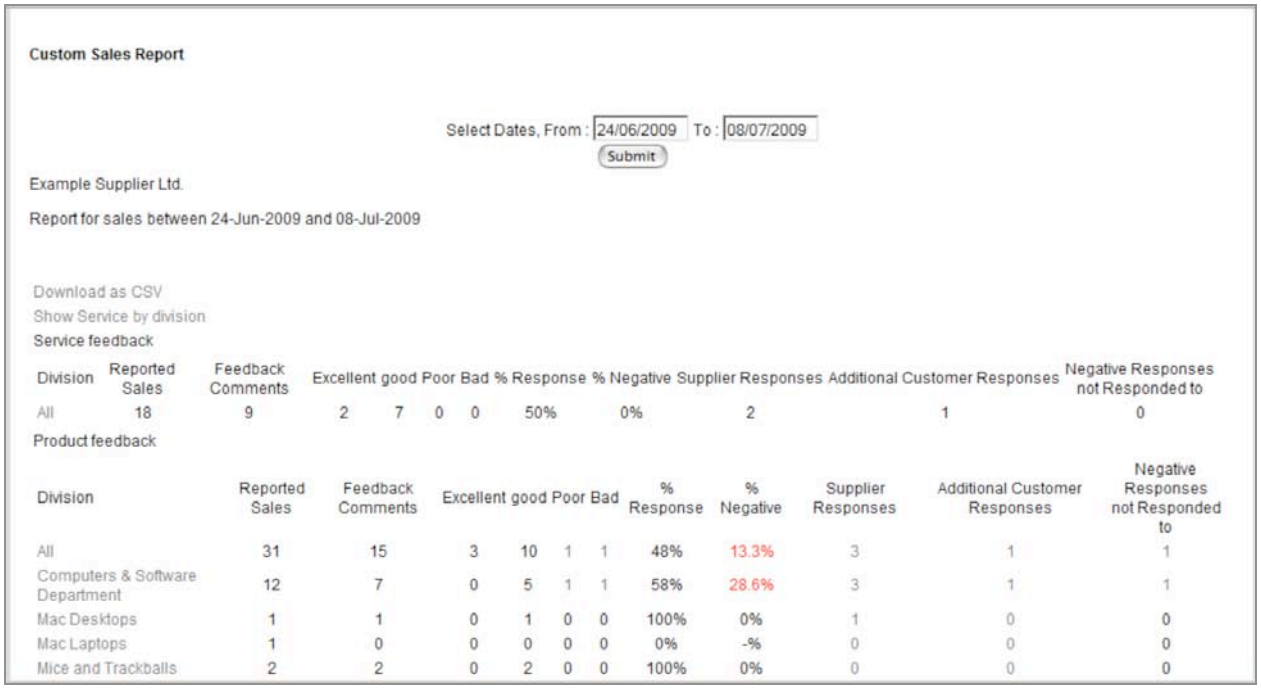
Product	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative
All	51	26	6	18	2	0	51%	7%

Product feedback

Product	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative	Top Rated	Order Line Ref
All	70	35	7	21	1	2	50%	8%	-23	
Computers & Software Department										
Apple iMac G5 (M9845LLA) Mac Desktop	2	1	0	1	0	0	50%	0%	0	TEST0089
Apple iMac G5	2	0	0	0	0	0	0%	-%	0	TEST0013
Apple PowerBook G4	2	2	0	2	0	0	100%	0%	0	228:Apple PowerBook G4
AMD PowerBook G4	1	1	0	0	0	1	100%	100%	-10	159
Logitech Marble Mouse	1	0	0	0	0	0	0%	-%	0	TEST0101
Falcon Mach V	15	8	1	6	1	0	53%	12%	-9	132
Aurora ALX, AMD 64-bit	1	1	1	0	0	0	100%	0%	1	TEST0037
AMD Dimension 2400 (D24L1) PC Desktop	1	1	0	1	0	0	100%	0%	0	206:AMD Dimension 2400 (D24L1) PC Desktop
Dell Inspiron 6000	1	1	0	1	0	0	100%	0%	0	228:Dell Inspiron 6000
Dell Inspiron XPS 2	1	1	0	1	0	0	100%	0%	0	53

The next report is the Custom Sales Report. This is simply a facility to analyse a previous period of sales and the feedback that relates to it. The date selection is determined by the date of the sale, not the date of the feedback request or the date on which the customer responded.

You select the date range:



Custom Sales Report

Select Dates, From : 24/06/2009 To : 08/07/2009

Submit

Example Supplier Ltd.

Report for sales between 24-Jun-2009 and 08-Jul-2009

Download as CSV

Show Service by division

Service feedback

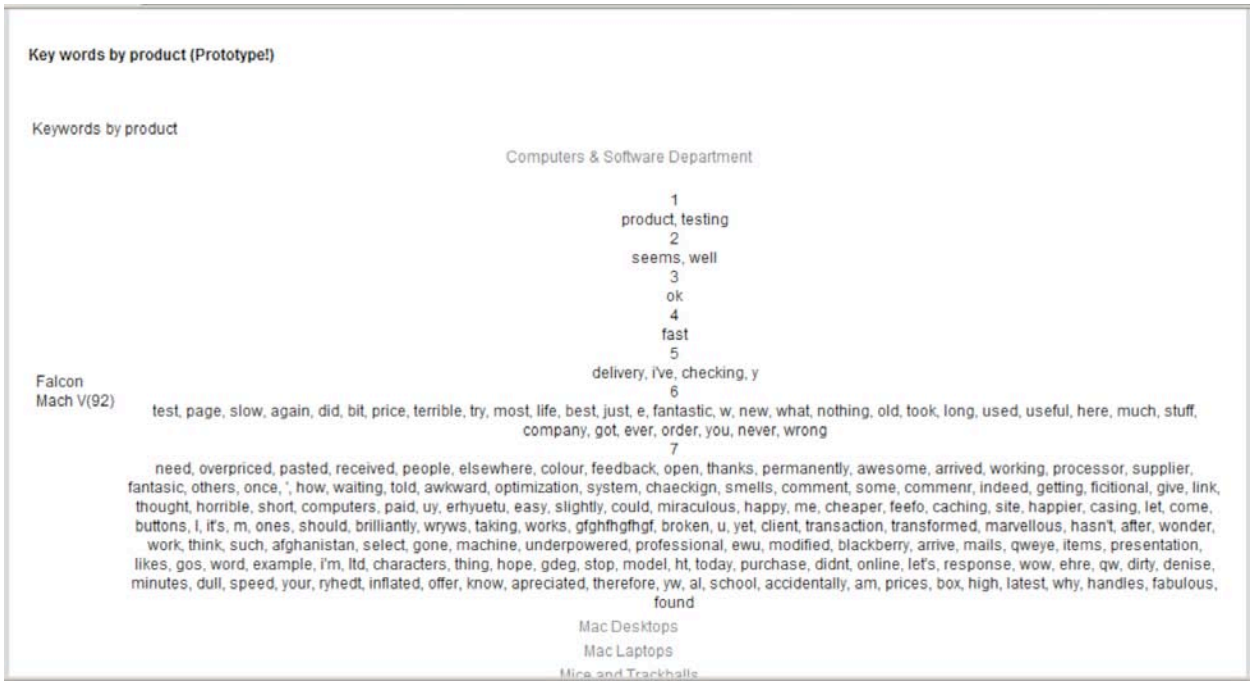
Division	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative	Supplier Responses	Additional Customer Responses	Negative Responses not Responded to
All	18	9	2	7	0	0	50%	0%	2	1	0

Product feedback

Division	Reported Sales	Feedback Comments	Excellent	good	Poor	Bad	% Response	% Negative	Supplier Responses	Additional Customer Responses	Negative Responses not Responded to
All	31	15	3	10	1	1	48%	13.3%	3	1	1
Computers & Software Department	12	7	0	5	1	1	58%	28.6%	3	1	1
Mac Desktops	1	1	0	1	0	0	100%	0%	1	0	0
Mac Laptops	1	0	0	0	0	0	0%	-%	0	0	0
Mice and Trackballs	2	2	0	2	0	0	100%	0%	0	0	0

The final report under the Key Reports section is the Key Words by Product. This is, as it suggests, a prototype that may well prove valuable. A client requested a list of all the words their customers used to describe their products, so that they could consider optimising their site for the less obvious/ more oblique key words. We hope you find it inspiring!

It looks like this:



Key words by product (Prototype!)

Keywords by product

Computers & Software Department

1
product, testing
2
seems, well
3
ok
4
fast
5
delivery, i've, checking, y
6
test, page, slow, again, did, bit, price, terrible, try, most, life, best, just, e, fantastic, w, new, what, nothing, old, took, long, used, useful, here, much, stuff, company, got, ever, order, you, never, wrong
7
need, overpriced, pasted, received, people, elsewhere, colour, feedback, open, thanks, permanently, awesome, arrived, working, processor, supplier, fantasic, others, once, ', how, waiting, told, awkward, optimization, system, chaeckign, smells, comment, some, commenr, indeed, getting, ficitional, give, link, thought, horrible, short, computers, paid, uy, erhyuetu, easy, slightly, could, miraculous, happy, me, cheaper, feefo, caching, site, happier, casing, let, come, buttons, I, it's, m, ones, should, brilliantly, wryws, taking, works, gfghfhgfhgf, broken, u, yet, client, transaction, transformed, marvellous, hasn't, after, wonder, work, think, such, afghanistan, select, gone, machine, underpowered, professional, ewu, modified, blackberry, arrive, mails, qweye, items, presentation, likes, gos, word, example, i'm, ltd, characters, thing, hope, gdeg, stop, model, ht, today, purchase, didnt, online, let's, response, wow, ehre, qw, dirty, denise, minutes, dull, speed, your, ryhedt, inflated, offer, know, apreciated, therefore, yw, al, school, accidentally, am, prices, box, high, latest, why, handles, fabulous, found

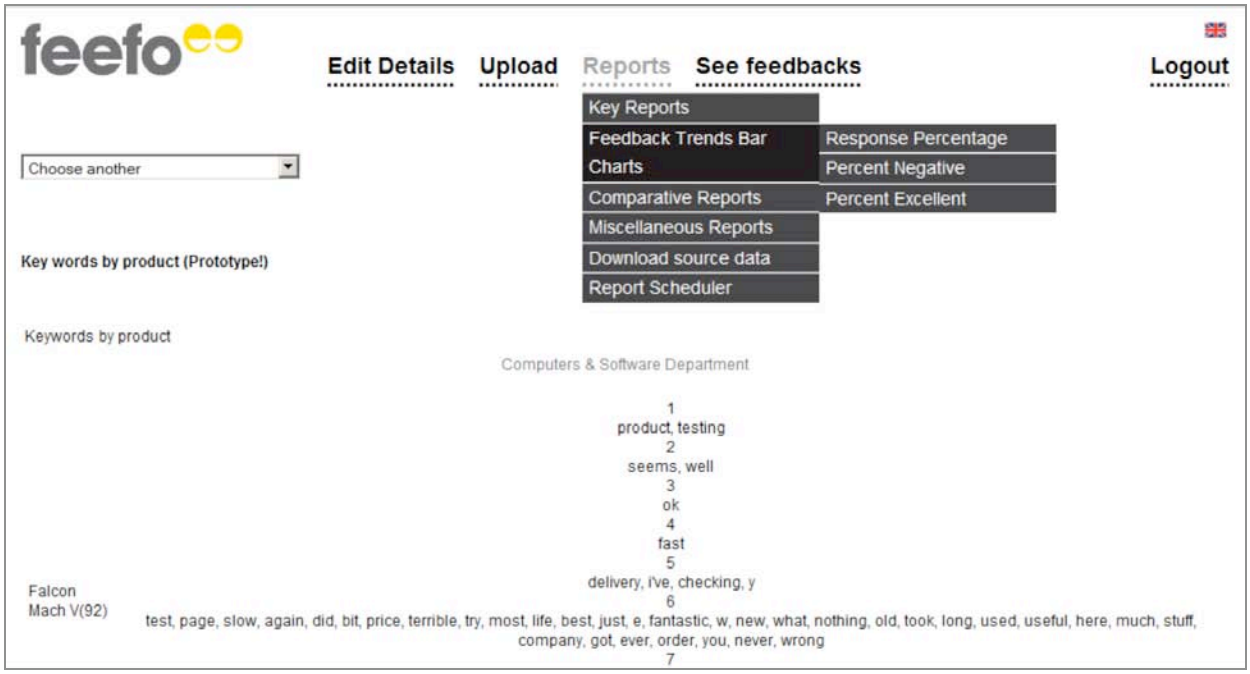
Falcon Mach V(92)

Mac Desktops

Mac Laptops

Mice and Trackballs

The next set of reports are self-explanatory. They show the trends over time of the percentage of responses that are positive/ negative and the overall rate of response:

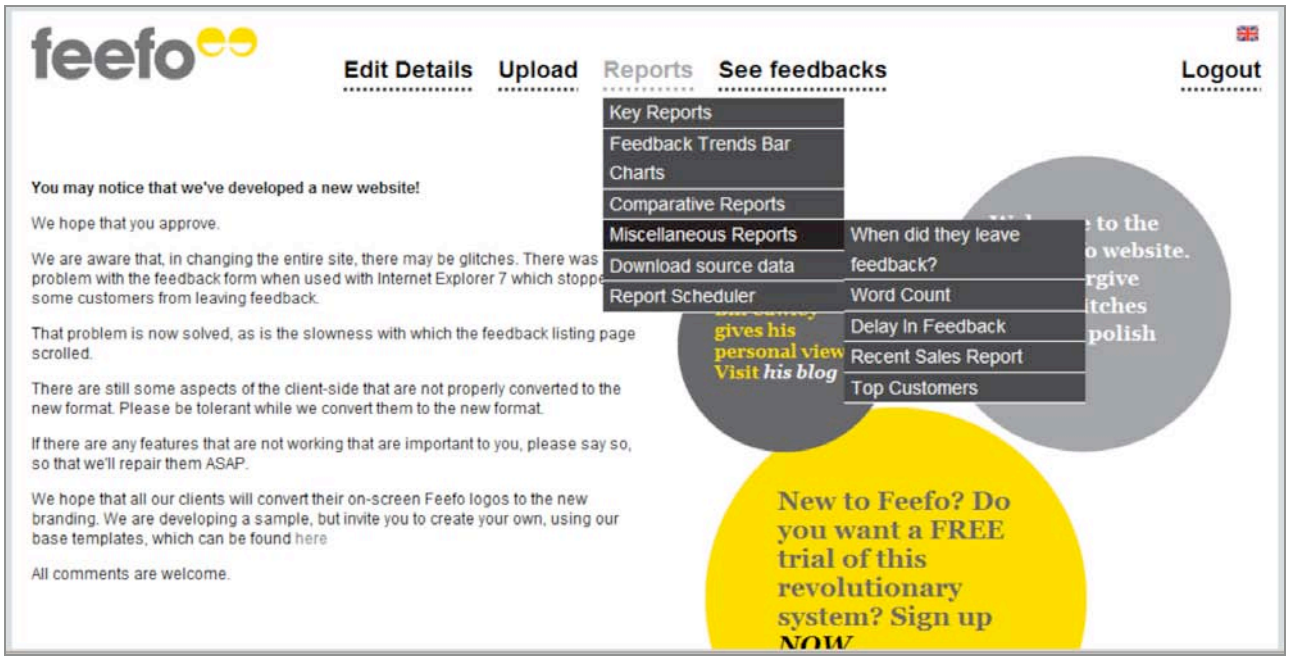


Comparative Reports

As Feefo membership grows, you will be able to use this report to benchmark yourselves against competitors operating in the same business category. This is of limited value for the time being.

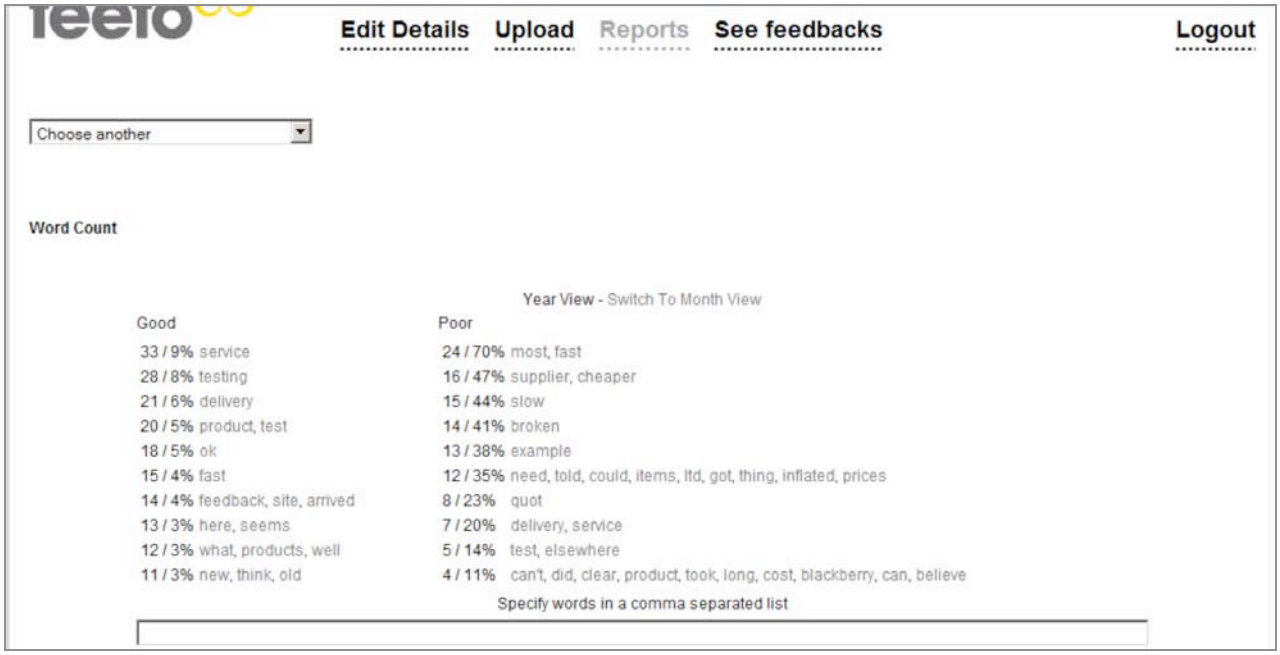
Miscellaneous Reports

These are very useful and you will likely need to refer to them regularly in order to keep abreast of what people are saying about your business.

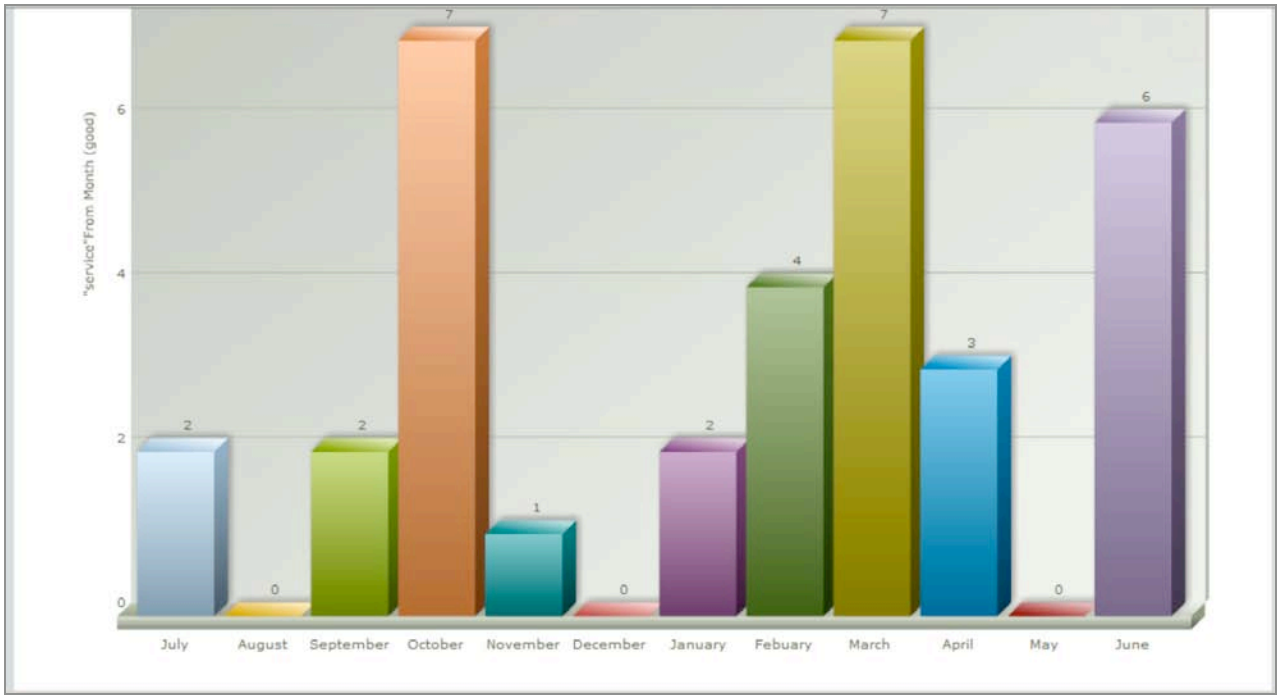

feefo
Edit Details
Upload
Reports
See feedbacks
Logout
Key Reports
Feedback Trends Bar Charts
Comparative Reports
Miscellaneous Reports
Download source data
Report Scheduler
When did they leave feedback?
Word Count
Delay In Feedback
Recent Sales Report
Top Customers
You may notice that we've developed a new website!
We hope that you approve.
We are aware that, in changing the entire site, there may be glitches. There was problem with the feedback form when used with Internet Explorer 7 which stopp some customers from leaving feedback.
That problem is now solved, as is the slowness with which the feedback listing page scrolled.
There are still some aspects of the client-side that are not properly converted to the new format. Please be tolerant while we convert them to the new format.
If there are any features that are not working that are important to you, please say so, so that we'll repair them ASAP.
We hope that all our clients will convert their on-screen Feefo logos to the new branding. We are developing a sample, but invite you to create your own, using our base templates, which can be found here
All comments are welcome.
gives his personal view
Visit his blog
to the
website.
rgive
tches
polish
New to Feefo? Do you want a FREE trial of this revolutionary system? Sign up NOW

When did they leave Feedback – This shows the time of day and day of week that your customers tend to be in a position to react to the email prompts. You may have similar data from email marketing campaigns, but we hope this is useful to corroborate it.

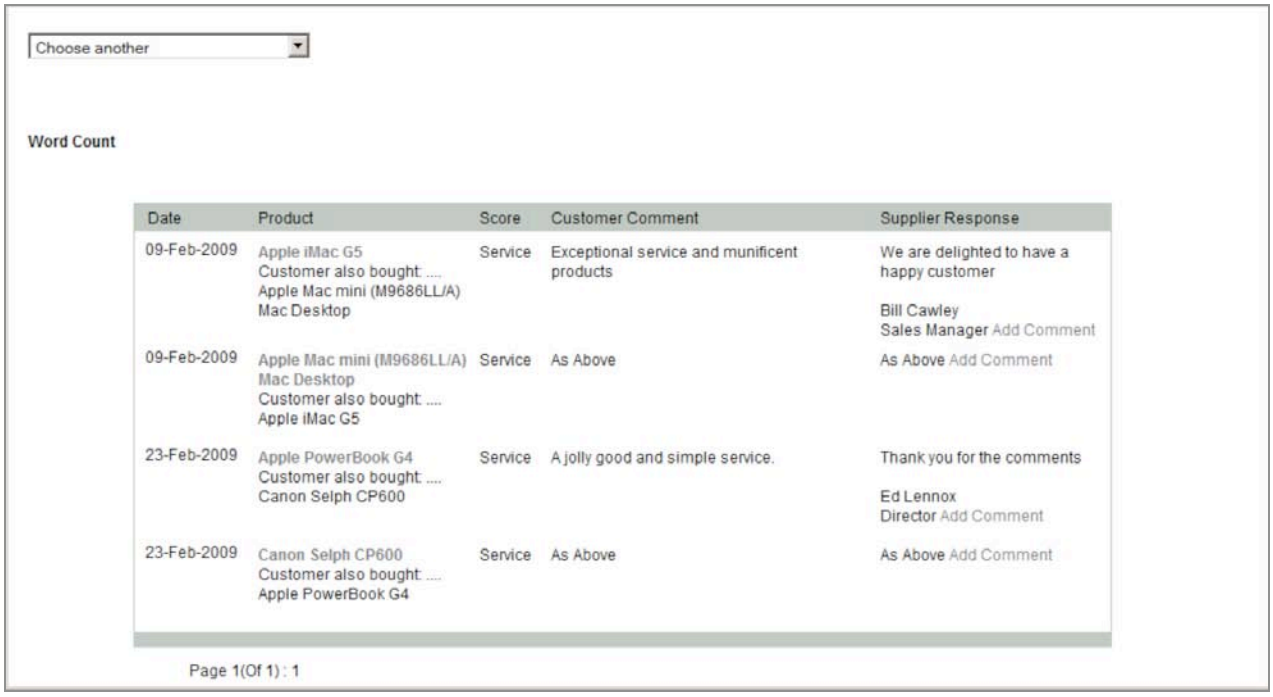
Word Count – This shows what words people use to describe your business – both positive and negative. All words are clickable: firstly to show the frequency of occurrence (graph format) and (by clicking on the bar chart) the context in which the word was used.


Edit Details
Upload
Reports
See feedbacks
Logout
Choose another
Word Count
Year View - Switch To Month View
Good
33 / 9% service
28 / 8% testing
21 / 6% delivery
20 / 5% product, test
18 / 5% ok
15 / 4% fast
14 / 4% feedback, site, arrived
13 / 3% here, seems
12 / 3% what, products, well
11 / 3% new, think, old
Poor
24 / 70% most, fast
16 / 47% supplier, cheaper
15 / 44% slow
14 / 41% broken
13 / 38% example
12 / 35% need, told, could, items, ltd, got, thing, inflated, prices
8 / 23% quot
7 / 20% delivery, service
5 / 14% test, elsewhere
4 / 11% can't, did, clear, product, took, long, cost, blackberry, can, believe
Specify words in a comma separated list

Graph Screen for “Service”



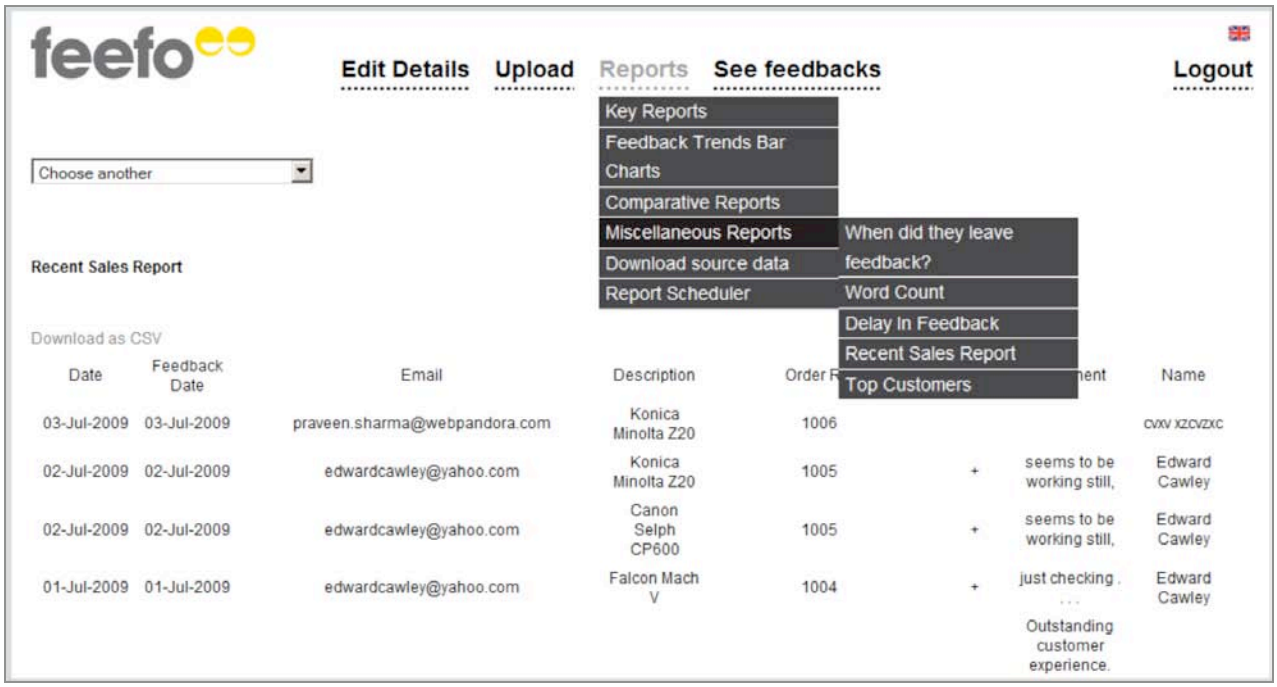
Click through from Graph to see context:



The next report in this suite is the “Delay in Feedback”. This is simply a graph to show how many days it takes for customers to respond after they receive the email.

Recent Sales Report

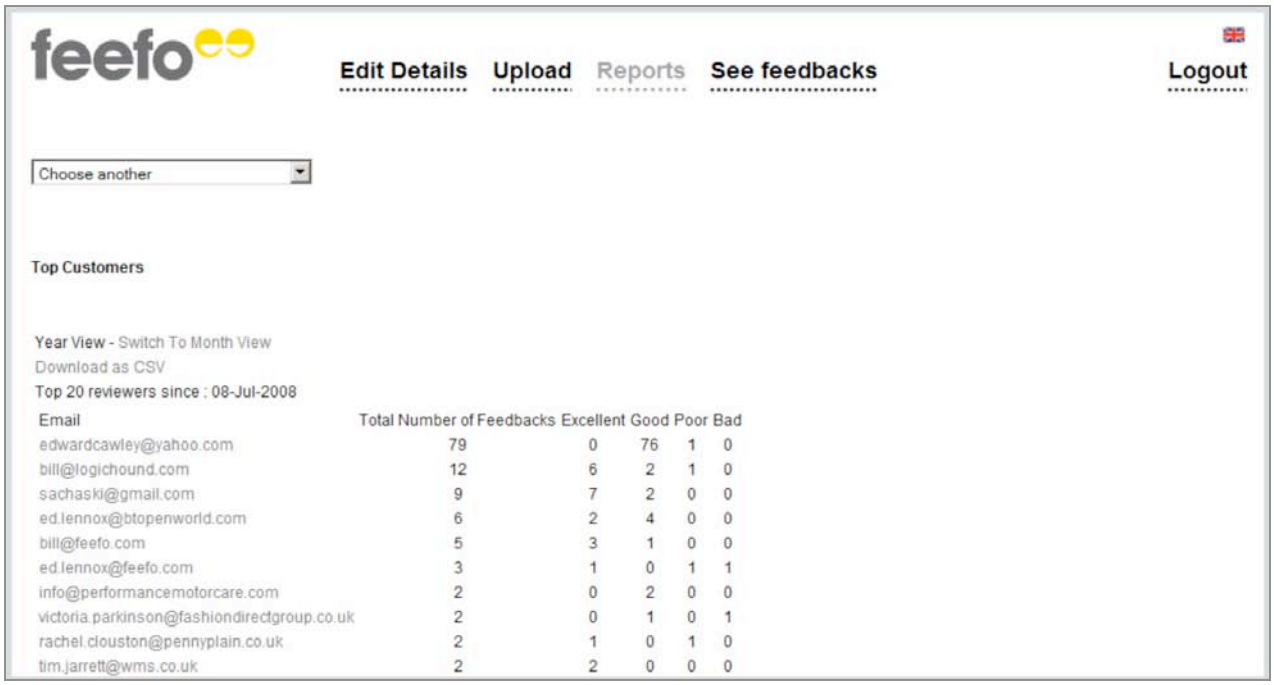
You can check this report to make sure your latest upload has been processed within the system (for manually uploaded files, you will receive a confirmation; for automatic uploads, you check). All sales that are pending completion (i.e. emails in a queue to go out at a later date), will be identified by a check box in the right-hand column which allows you to manually delete any sales should you need to. If you find that there are errors and need to queue to be "globally" deleted, please email us for help.



Top Customers

You may want to do a variety of things with or for customers who write the most reviews. You can obviously contact them and offer your appreciation, add weighting to their comments, or engage them in other ways such as promotions, etc. The Top Customers will show a list, as below:

You can click on the email address to access the list of comments left by that client, and you can download the complete list in CSV format if you want to email them from your own email client.



Email	Total Number of Feedbacks	Excellent	Good	Poor	Bad
edwardcawley@yahoo.com	79	0	76	1	0
bill@logichound.com	12	6	2	1	0
sachaski@gmail.com	9	7	2	0	0
ed.lennox@btopenworld.com	6	2	4	0	0
bill@feefo.com	5	3	1	0	0
ed.lennox@feefo.com	3	1	0	1	1
info@performancemotorcare.com	2	0	2	0	0
victoria.parkinson@fashiondirectgroup.co.uk	2	0	1	0	1
rachel.clouston@pennyplain.co.uk	2	1	0	1	0
tim.jarrett@wms.co.uk	2	2	0	0	0

Reports – Download Source Data

These are self-explanatory: you can download all the sales data you have sent us in one report, and the other will enable you to download all the feedback received within a specified time frame.

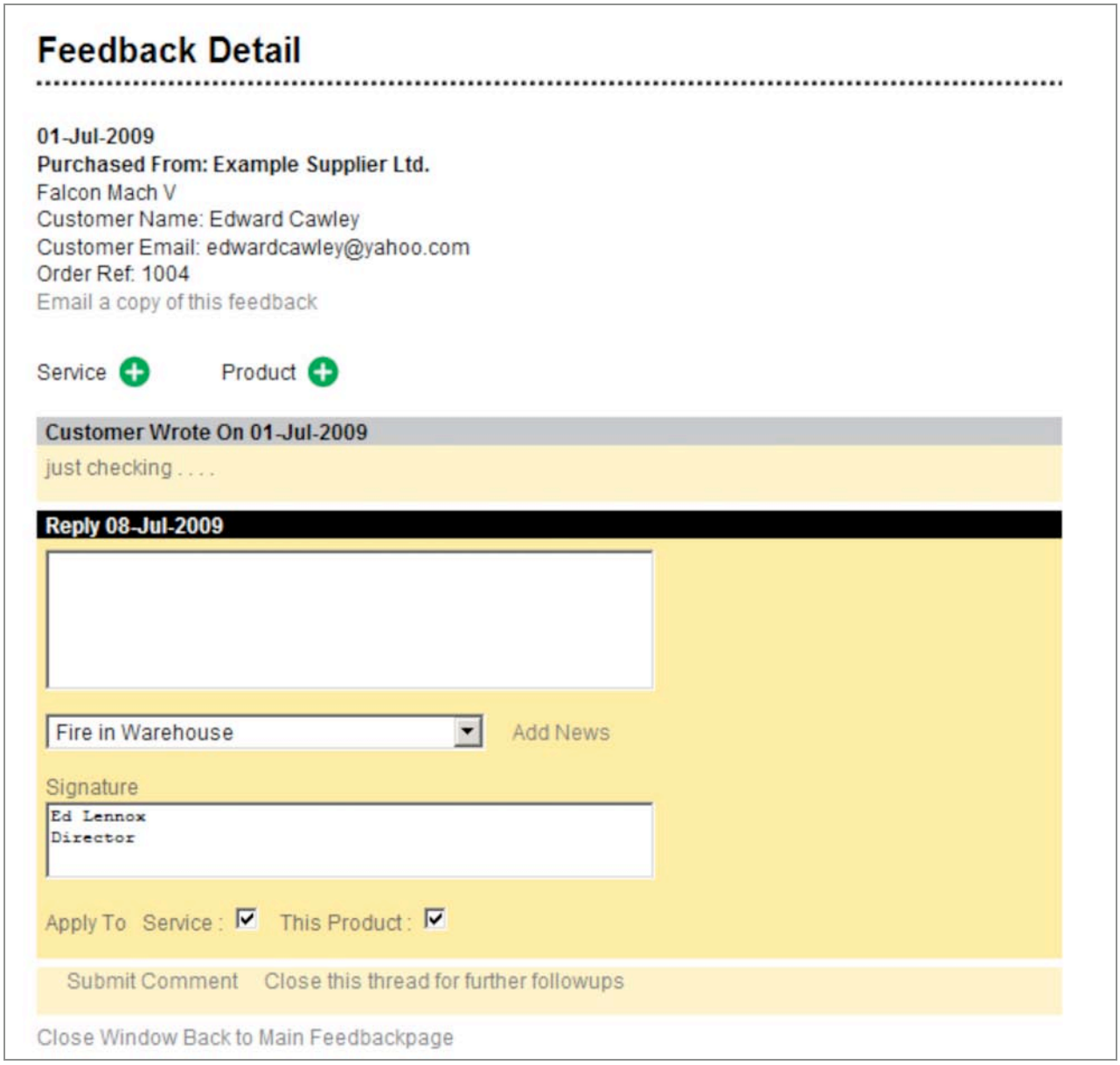
Report Scheduler

This allows you to select any report and automatically have it delivered to designated recipients within your business at intervals specified by you. We strongly recommend you make use of this system.

Feedback

View My Feedback

This is the screen you use to reply to/view/filter your feedback when logged in. You'll see that the right hand column "Supplier Response" has a link to "Add Comment". When clicked, it opens the window thus:



In the window, you can see the customer email address and order number. The signature box will be personalised for each registered user. We recommend that no one replies to feedback using the "Master Logon". If a customer has left positive feedback for service but negative for product (or vice versa), do be sure to apply the comment to the aspect of the feedback you are replying to by

unchecking the relevant tick box at the bottom. When you click “submit” the customer will receive an email telling them that you have posted a reply, which will be reproduced in that email. Using the Feefo response system is the ONLY way that you can give the customer the chance to withdraw a rating.

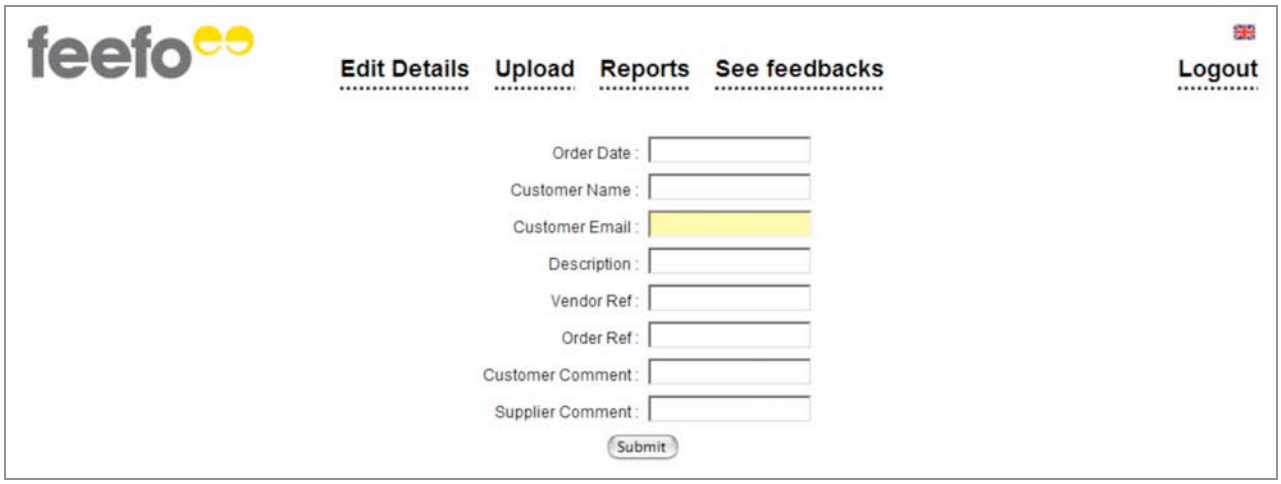
You will see that there is an option to “Close this thread for further follow-ups”. If you feel that there is no value in continuing a conversation with a customer you can use this option – but while it will stop them shouting at you via Feefo, it may well also prevent them from changing their mind about how good you are.

View Interesting Feedback

The tool for the CEO! At a glance, you can see the feedback displayed in reverse order of length from the previous day (and you can scroll through the days). This will tell you very quickly what the state of play is in your business – and also pre-selects your most engaged customers. Well worth replying to as many of these as possible.

Search Feedback

Here is the screen you see under this link:



It’s a great way to isolate or find a feedback that you may have seen previously but lost track of. One client saw a comment mentioning a “cup of tea” when they were showing a business associate how Feefo was working for them. They wanted to post a reply but could not readily find the comment. This is the solution to that and other search problems.

Summary

Any feedback you have on this manual and its content, or on the system and how it works are very welcome. We are here to generate as much feedback as possible, and as much management information as we can make use of.

We hope to continue, with your help, to make the proposition better every week, month and year.

There will soon be a section on SEO as we are in the throes of developing a partnership with a couple of leading specialist agencies in this field.